



ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES
MANITOBA

TWICE Breakfast Professional Development Session

Developing Your Personal Brand and Negotiating in the Workplace

Date: Wednesday November 21th, 2018
Time: 8:00 - 9:30 am Presentation
Cost: \$15/person
Location: AECOM, 99 Commerce Drive
Winnipeg, MB R3P 0Y7

Presenter: Dr. Fang Wan

Dr. Fang Wan is a Professor of Marketing and Ross Johnson Research Fellow in the Asper School of Business at the University of Manitoba. She joined Asper School of Business in 2003 and her primary research interests include Brand Management, Cross-Cultural Consumer Behavior and Media and Advertising Effects.

Dr. Wan has been pursuing an integrative approach to teach, research and consult on branding. With Dr. Wan's Brand Consortium, a brand consulting platform she created for Canadian business communities, she and her students have provided brand consulting services to companies ranging from small family business to industry conglomerates, representing a vast number of industries. These consulting experiences enrich Dr. Wan's research, teaching, and training programs on branding and more importantly, constantly challenge the existing viewpoints and theories on branding, which enable Wan to develop her own brand framework, Brand Triangle.

Topic of PD Session: Dr. Wan will share her knowledge and experience of developing a personal brand, and how it can be leveraged as a negotiation tool in the workplace. As employees at various levels and positions within our organizations, we participate in the actions and processes of negotiation daily in our work lives. The presentation will include a dedicated 20-minute question period that will allow participants to ask questions on the presentation or other aspects of negotiation.

Who Should Attend: This session is open to participants of all ages, genders, and professions in the engineering, science, trades, or technology profession. This professional development session will be dedicated to helping participants become better negotiators in the workplace.

Register Online:
<https://acec-mb.ca/events/event/>

